

2009 ABCFP Public Opinion Poll Results

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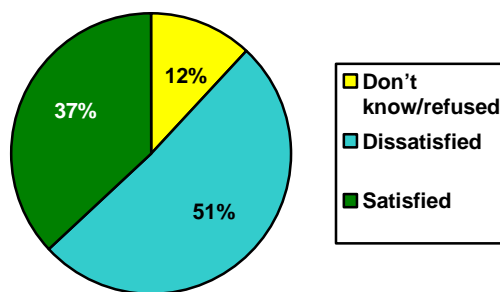
Introduction

The results from the ABCFP forestry poll provide some clues about the way BC's public (our most important stakeholder) view forestry professionals and forestry management in the province and may help to guide future strategic planning by the association. Data was gathered during September 2009 from 572 people throughout the province. Results are considered to be 95% accurate (by +/- 4.1%, 95 times out of 100). That means that we can be 95% sure that the results garnered from this survey are accurate within 4.1%.

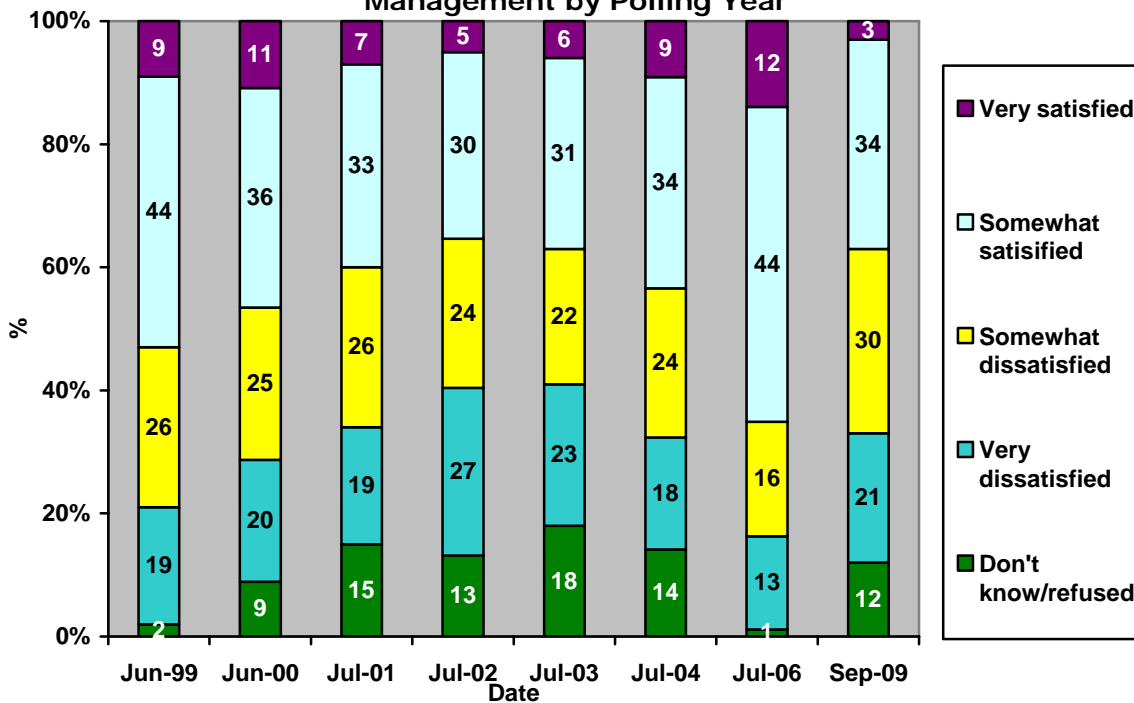
Quality of Forest Resources Management in BC

Over one-third of British Columbians (37%) are satisfied (somewhat satisfied 34% and very satisfied 3%) with the quality of forest resources management in BC today. This is the lowest level of satisfaction reported in the association's public opinion polling since 2002. These results indicate a generally negative impression and leaves room for improvement as 51% of British Columbians are dissatisfied.

Satisfaction with the Quality of Forest Resources Management in BC (2009)



Satisfaction with the Quality of Forest Resources Management by Polling Year



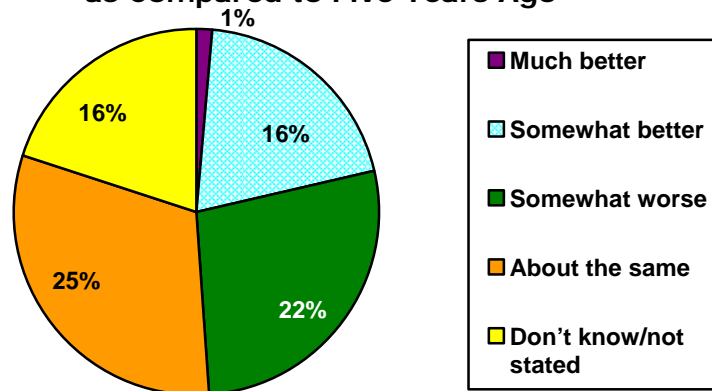
Those aged 18 to 44 (44%) are more satisfied than those 45 or older (33%). Conversely, respondents 65 or older (60%) are more dissatisfied than those under 65 (50%).

Quality of BC Forest Management Then and Now

When asked about the quality of forest resources management in BC as compared to five years ago, almost half of respondents (42%) felt that the quality had decreased while one-quarter of respondents (25%) felt the quality was same and 17% felt it had improved.

Younger respondents were more likely than older respondents to perceive no difference in the quality of BC's forest resources management.

**Perceived Quality of BC Forest Management
as Compared to Five Years Ago**

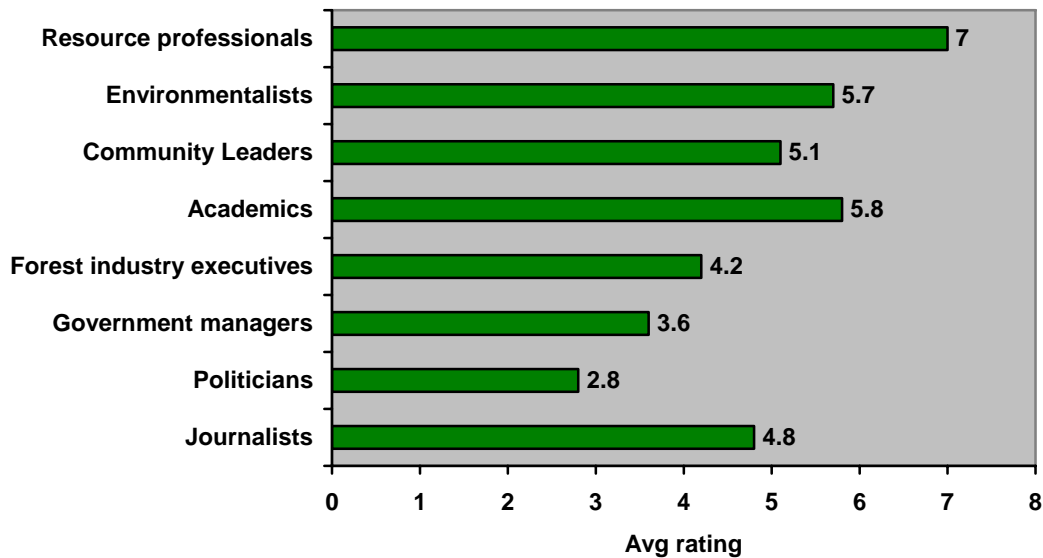


Trustworthiness of Resource Professionals

Resource professionals (including Foresters, Forest Technologists, Biologists, Engineers, Geoscientists and Agrolgists) are the most trusted source of information about BC's forest resources. This result is consistent with the 2006 survey.

Those living in urban areas gave resource professionals an average score of 7.1 out of 10 on the trustworthy scale while rural residents gave an average score of 6.2.

Trustworthiness of Various Groups (Average rating out of 10)



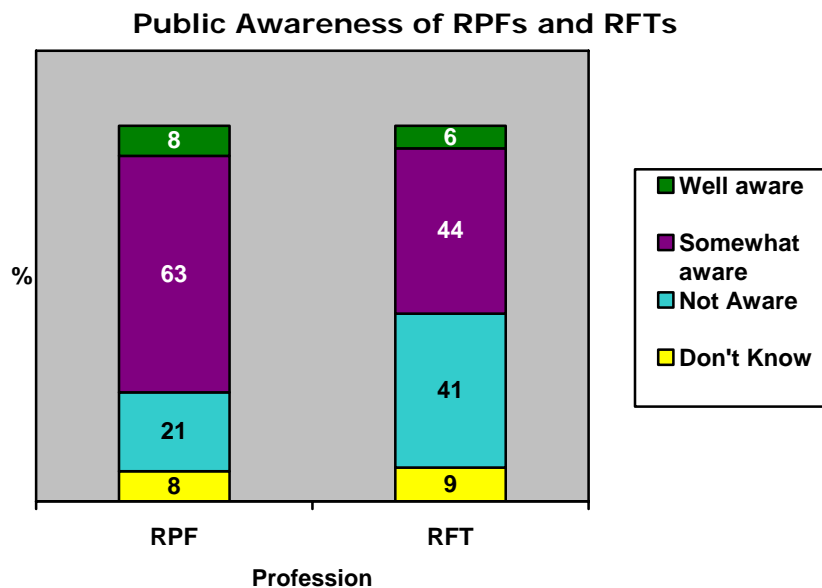
When breaking down the group of resource professionals further, it was found that Registered Professionals Forester were perceived as the most trusted (22%). Biologists placed second (16%) and Registered Forest Technologists (12%) placed third.

As compared to 2006, the trustworthiness level of Registered Professional Foresters remained the same while the trustworthiness level for Registered Forest Technologists increased by almost 50% (from 7% to 12%).

Public Awareness

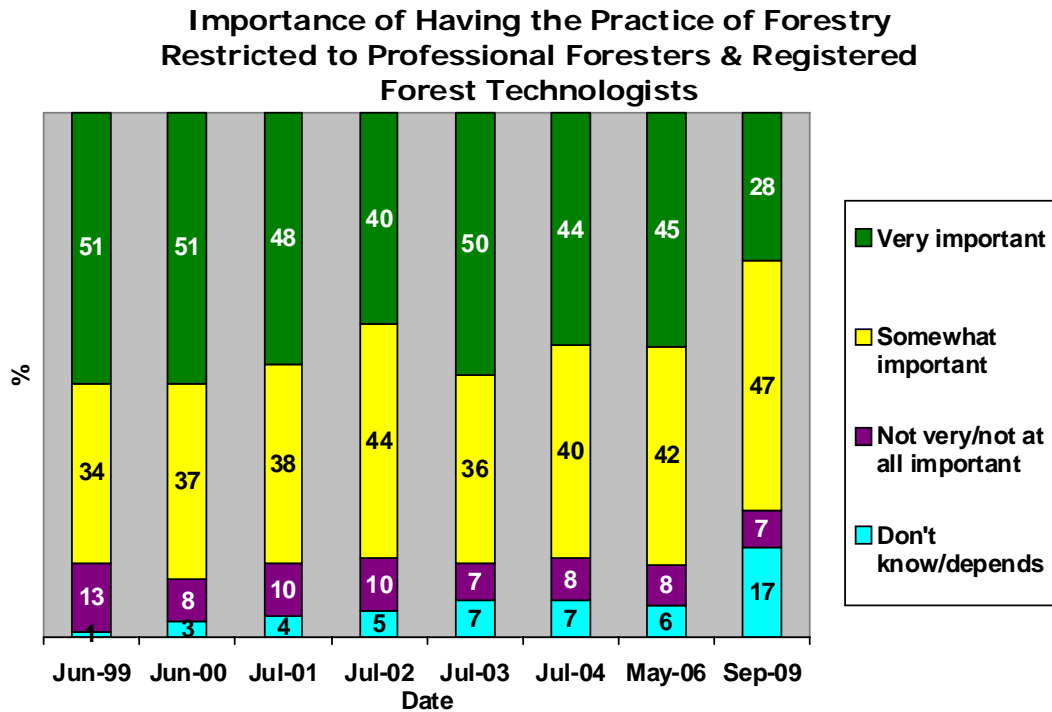
While the majority of BC residents are aware (well aware and somewhat aware) of what a Registered Professional Forester (RPF) is (71%), less are aware of what a Registered Forest Technologist (RFT) is (49%). Those living in rural areas (70%) are more aware of both professions than those living in urban areas (58%). Furthermore, awareness of RPFs and RFTs increases with age from 39% among those 18 to 24 to 66% among those 65+.

The flipside of these results indicate that 21% of BC residents are not aware of what a Registered Professional Forester is. The responses for Registered Forest Technologists are also poor with 41% of respondents not aware of what a Registered Forest Technologist is. These results are similar to those in 2006 and indicate a continuing need to increase the public's awareness of forestry professions.



Restricting the Practice of Forestry to RPFs & RFTs

A majority of BC residents (75%) think that it is important to have the practice of forestry restricted to registered professional foresters and registered forest technologists. This result is consistent with previous polling results.

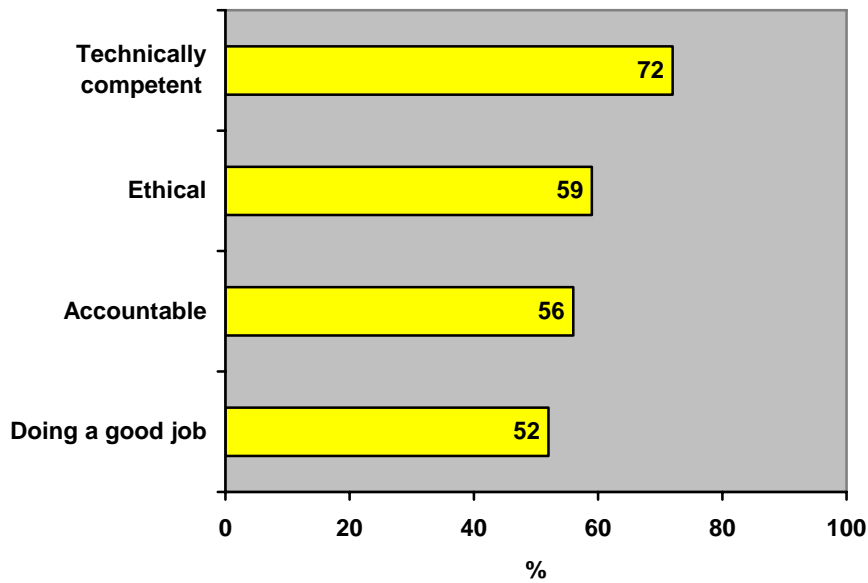


Perceived Job Performance

To answer the question of how Registered Professional Foresters and Registered Forest Technologists are doing in terms of job performance in the eyes of BC residents, several questions were asked. The results show that BC residents believe RPFs and RFTs are performing well with the majority agreeing that RPFs and RFTs are technically competent, ethical in their decision making, accountable for their actions and doing a good job managing BC's forests.

Perceived Job Performance of RPFs & RFTs

Q: Professional Foresters and Registered Forest Technologists are:



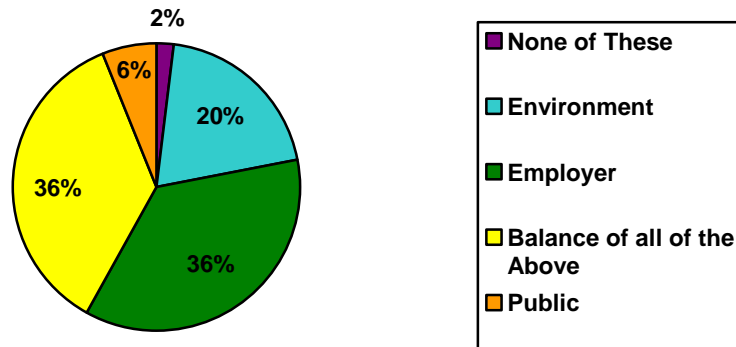
Those aged 45 or over give higher ratings of job performance (55% agree that forest professionals are doing a good job) as compared to those 44 and under (47% agree that forest professionals are doing a good job).

Decision-Making When Faced With a Conflict Between Interests

When asked how forest professionals would deal with decision-making when faced with a conflict between interests, about one-third (36%) felt that forest professionals would choose to balance the needs of their employers, the public and the environment. The same amount of respondents (36%) felt that forest professionals would follow the directives of their employers, while 20% felt forest professionals would do what's best for the environment.

Decision-making with Conflicting Interests

Q: When faced with a conflict of interests, do you believe forest professionals would choose...



Summary

Overall, BC residents think it is important to restrict the practice of forestry to Registered Professionals Foresters and Registered Forest Technologists and trust forest professionals as the preeminent source for information on BC's forest resource management.

Increased awareness of forest professionals correlates with increased job performance ratings. This connection highlights the importance of increasing public awareness of forest professionals in hopes of reversing declining satisfaction levels and increasing public knowledge and understanding of their contributions to BC's forests.